



MEMORANDUM

Planning Division - PZ Memo No. 15-023

DATE: MARCH 4, 2015

TO: PLANNING AND ZONING COMMISSION

THRU: JEFF KURTZ, PLANNING ADMINISTRATOR
KEVIN MAYO, PLANNING MANAGER

FROM: SUSAN FIALA, CITY PLANNER

SUBJECT: LUP14-0024 SMASHBURGER

Request: Liquor Use Permit approval to sell and serve liquor as permitted under a Series 12 Restaurant License for on-premise consumption indoors and within a patio at a new restaurant

Location: 2925 South Alma School Road, Suite 8, Las Tiendas Village

Applicant: LiquorLicense.com, Cindy Block

RECOMMENDATION

Planning Staff, upon finding the Liquor Use Permit request to be consistent with the General Plan, recommends approval subject to conditions.

BACKGROUND

Smashburger is a new restaurant located at 2925 S. Alma School Rd. Ste. 8, in Las Tiendas Village shopping center. The tenant space is a portion of the former Ace Hardware. The request is for Liquor Use Permit approval to sell and serve liquor as permitted under a Series 12 Restaurant License for on-premise consumption indoors and within a patio at a new restaurant.

The tenant space and covered patio are undergoing renovation. Total floor area is approximately 2,200 sq. ft. with 64 indoor seats and 24 outdoor patio seats. Staff is estimated at 25 team members including full-time and part-time. Hours of operation will be seven days a week from 10 a.m. until 10 p.m. An indoor house speaker system will provide background music provided by Muzak. There will not be any outdoor music. Liquor consumption within the patio is included as part of the request.

March 4, 2015

A Series 12 Restaurant License allows the on-site sale of beer, wine, and spirits for on-premise consumption. Under a typical Series 12 license the establishment must derive at least 40 percent of its gross revenue from the sale of food and non-alcoholic beverages.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held on February 11, 2015. No one other than the applicant attended.
- As of the writing of this memo, Planning Staff is not aware of any opposition to the request.

RECOMMENDED ACTION

Planning Staff, upon finding consistency with the General Plan, recommends approval of the Liquor Use Permit subject to the following conditions:

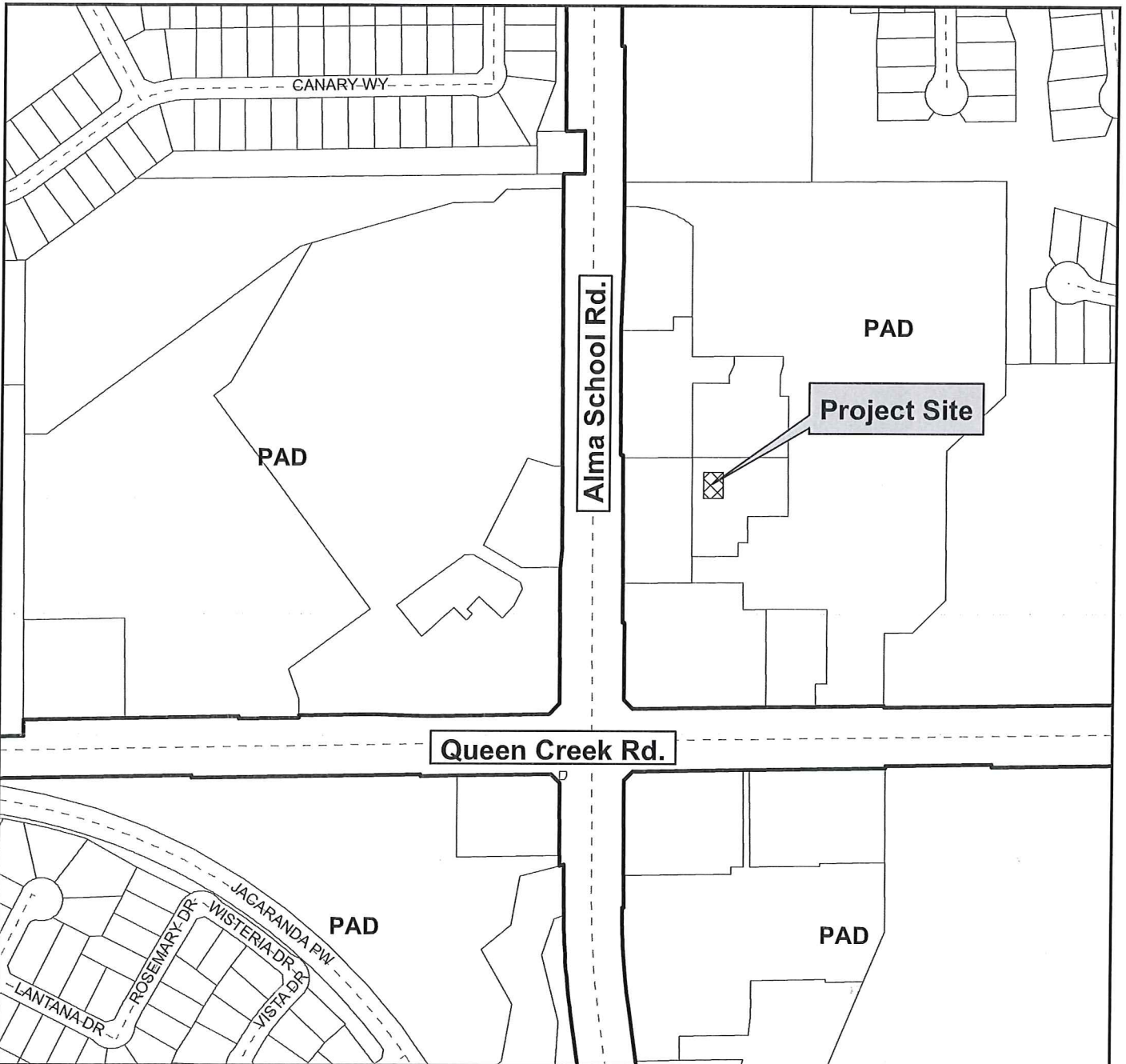
1. The Liquor Use Permit granted is for a Series 12 license only, and any change of license shall require reapplication and new Use Permit approval.
2. The Liquor Use Permit is non-transferable to any other location.
3. Expansion or modification beyond the approved exhibits (Site Plan, Floor Plan and Narrative) shall void the Liquor Use Permit and require a new Liquor Use Permit application and approval.
4. The site shall be maintained in a clean and orderly manner.
5. The patio shall be maintained in a clean and orderly manner.

PROPOSED MOTION

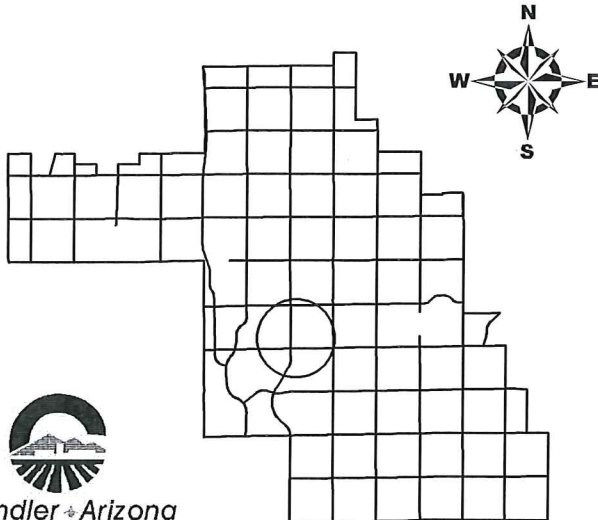
Motion to recommend approval of Liquor Use Permit case LUP14-0024 SMASHBURGER, subject to the conditions as recommended by Planning Staff.

Attachments

1. Vicinity Maps
2. Site Plan
3. Floor Plan
4. Elevation with patio
5. Narrative
6. Menu



Vicinity Map



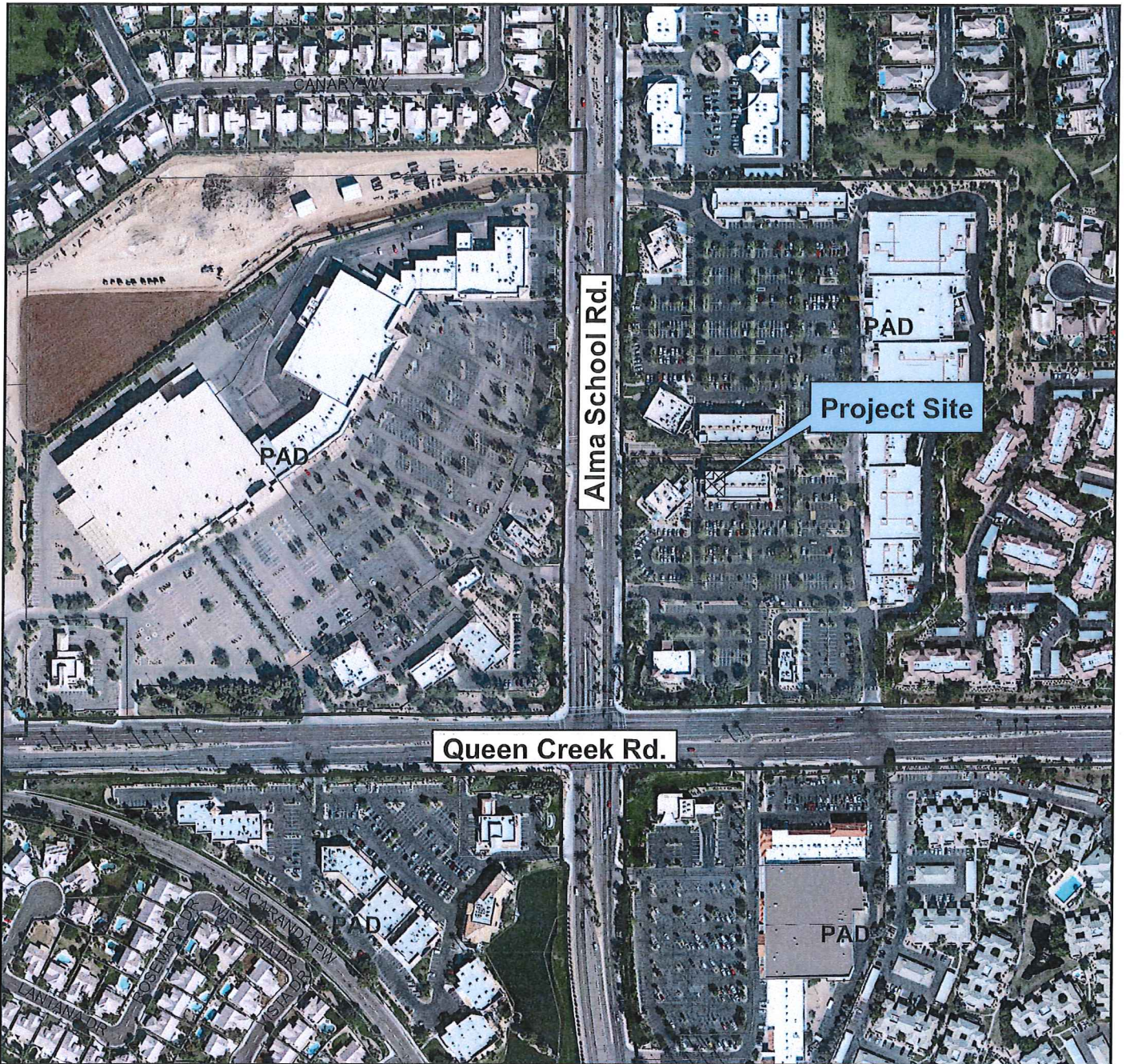
LUP14-0024

**Smashburger
Liquor Use Permit**

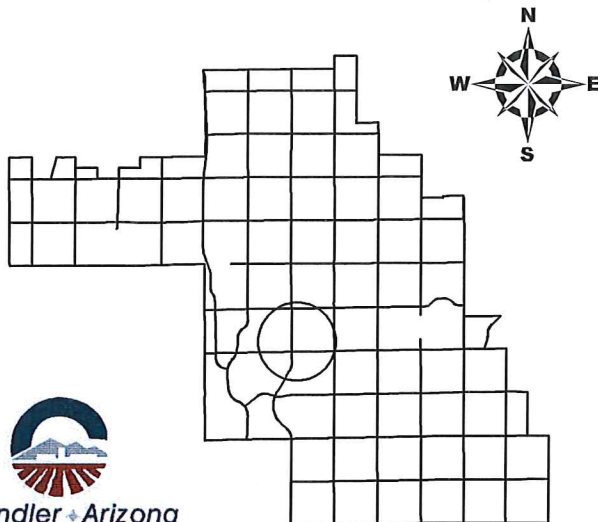


Chandler, Arizona
Where Values Make The Difference

CITY OF CHANDLER 12/15/2014



Vicinity Map



LUP14-0024

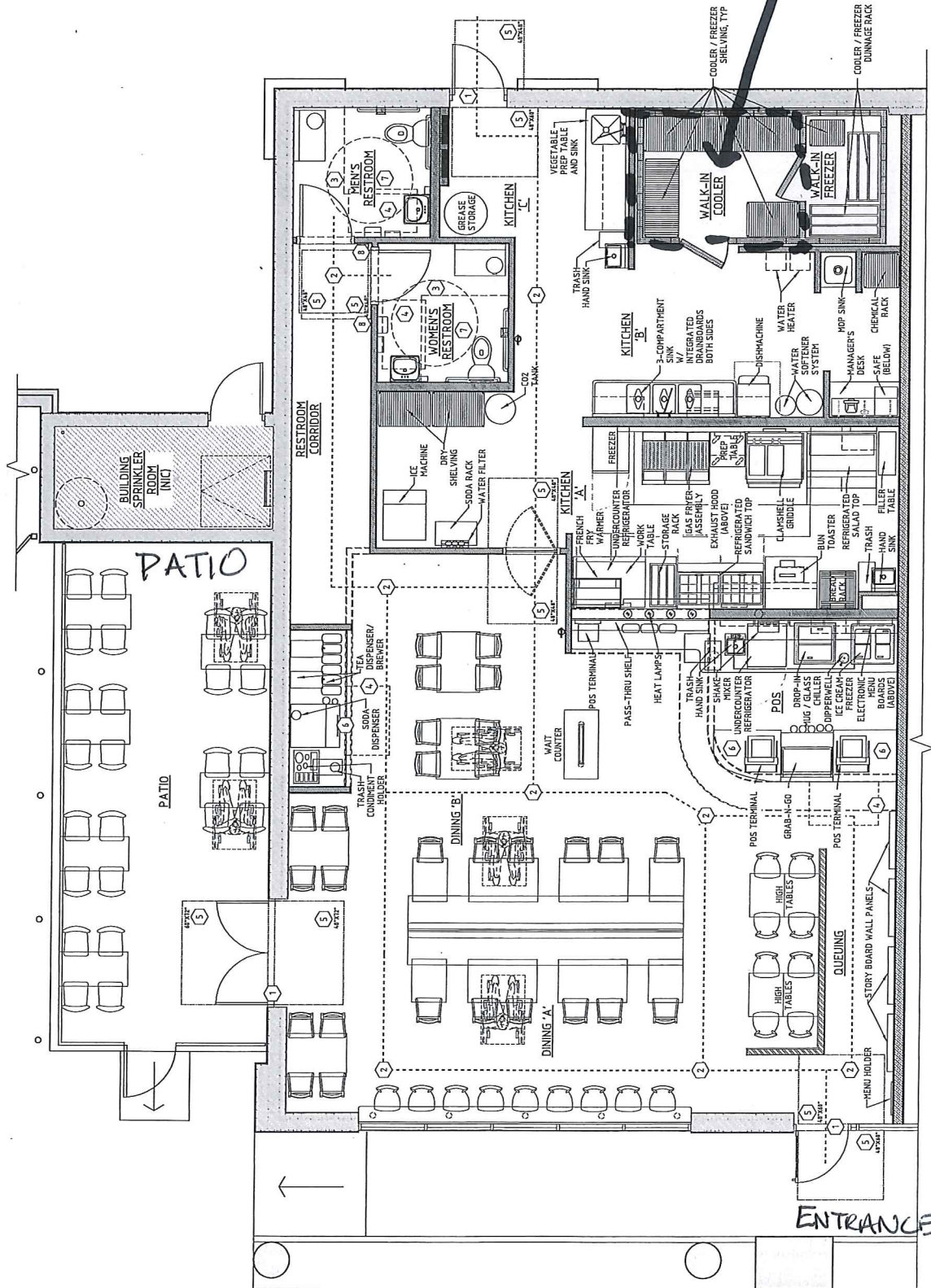
**Smashburger
Liquor Use Permit**



Chandler • Arizona
Where Values Make The Difference

CITY OF CHANDLER 12/15/2014

Liquor Storage



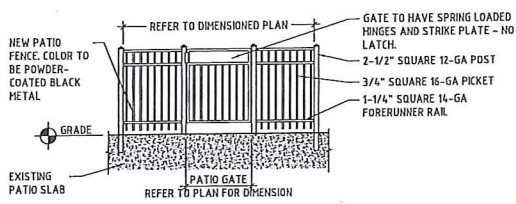
1 FOOD SERVICES PLAN
G002 / SCALE: 1/4" = 1'-0"

I:\Job Files\2014\14-0725\Design Drawings\G002.dwg

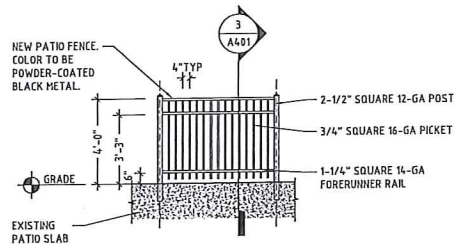
SMASH BURGER

FLOOR PLAN

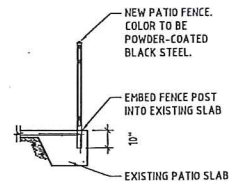




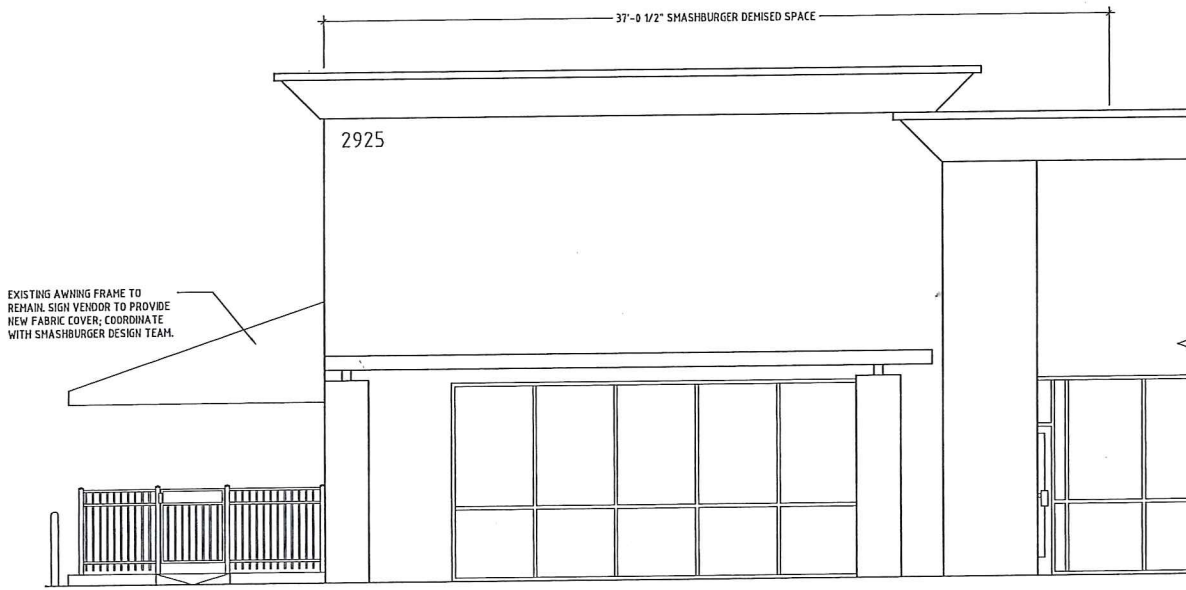
1 PATIO RAILING
A401 SCALE: 1/4" = 1'-0"



2 PATIO RAILING
A401 SCALE: 1/4" = 1'-0"



3 PATIO RAILING SECTION
A401 SCALE: 1/4" = 1'-0"



4 SOUTH ELEVATION
A401 SCALE: 1/4" = 1'-0"

Smashburger South Elevation with patio



LIQUORLICENSE.COM

2222 Damon St. • Los Angeles, CA 90021
Phone: 1-800-222-5777 • Fax: 1-800-771-0254

February 5, 2015

CASE NUMBER: LUP14-0024 Liquor Use Permit

Project Description

Smashburger Acquisition Phoenix, LLC dba Smashburger
2925 S. Alma School Road Suite 8
Chandler, AZ 85248

To whom it may Concer:

The above named applicant Smashburger Acquisition Phoenix, LLC dba Smashburger, is applying for a LUP to allow the sale of beer, wine and spirits for on-site consumption. Smashburger is a nationally recognized fast casual restaurant offering a variety of gourmet hamburgers, fries, fresh salads, hand spun milk shakes, kids meals and the option for beer and wine.

The address of the purposed restaurant is 2925 S. Alma School Road Suite # 8 near Queen Creek Road, City of Chandler, Maricopa County, Arizona. The restaurant is located inside the Las Tiendas Village Shopping Center. Smashburger is within an environment that is considered similar to the neighboring establishments and restaurants. Smashburger will attract a wide variety of customers that frequent the Las Tiendas Village, and surrounding community.

Smashburger's menu consists of gourmet burgers, fries, fresh salads, hand spun milk shakes, kids meals sandwiches and the option for beer and wine. The service of alcoholic beverages accounts for a small portion of the overall sales and are sold only to dine in customers.

Smashburger customers place their order with a Smashburger employee at the point of sale, as either take out or dine in. Customers who dine in receive a number and take a seat at a table of their choice, and their order will be served directly to them. Dine in customers have the option to dine inside or out on the covered patio. Customers, who elect to dine out, wait in a designated area and they pick up their orders from the window by the point of sale area.

The restaurant will comprise of 2,200 square feet with 64 interior seats and 24 seats on the patio. The patio area has an entrance from the main dining area, and a separate gate for customers to leave directly from patio and or used for egress purposes. The purposed hours of operation are Monday through Sunday 10:00 am-10:00 pm. Ambient music inside the restaurant will be provided by a company called Muzak, who provides prerecorded subtle back ground music.



LIQUORLICENSE.COM

2222 Damon St. • Los Angeles, CA 90021

Phone: 1-800-222-5777 • Fax: 1-800-771-0254

Should you have any questions about this project please contact me at 213.417.2320 or email me at cindy@liquorlicense.com

Thank you,

Cindy Block

SMASHBURGER

100% USDA ALL NATURAL CERTIFIED ANGUS BEEF®

	REG	BIG
CLASSIC SMASH™	4.99	5.99
American cheese, Smash Sauce, ketchup, lettuce, tomato, pickles & onion on an egg bun.		

ARIZONA	REG	BIG
	6.29	7.29
Habanero cheese, guacamole, lettuce, tomato, onion, chipotle mayo & fresh jalapeños on a spicy chipotle bun.		

AVOCADO CLUB
Fresh avocado, applewood smoked bacon, lettuce, tomato, ranch dressing & mayo on a multi-grain bun.

BBQ, BACON & CHEDDAR
BBQ sauce, applewood smoked bacon, cheddar & haystack onions on an egg bun.

BACON CHEESEBURGER
Applewood smoked bacon, American cheese, mustard, ketchup, pickles & onion on an egg bun.

BUFFALO & BLUE CHEESE
Frank's® RedHot® Buffalo Sauce, blue cheese crumbles, lettuce, tomato & mayo on an egg bun.

SPINACH, CUCUMBER & GOAT CHEESE
Cucumbers, spinach, goat cheese, tomato, onion & balsamic vinaigrette on a multi-grain bun.


TRUFFLE MUSHROOM SWISS
Truffle mayo, sautéed crimini mushrooms & aged Swiss on an egg bun.

AVOCADO RANCH BLACK BEAN BURGER†	5.99
Fresh avocado, habanero cheese, lettuce, tomato & ranch dressing on a multi-grain bun.	

CREATE YOUR OWN

REG BURGER	BIG BURGER	GRILLED or CRISPY CHICKEN	BLACK BEAN BURGER
4.99	5.99	6.29	5.99

① CHOOSE AN ARTISAN BUN

Classic egg	Spicy chipotle	Gluten free* (+\$1)	
Multi-grain			

② PICK SAUCES & TOPPINGS

Smash Sauce	Mayo	Red onion	Yellow mustard
Ketchup	Pickles	Ranch	Grilled onions
Lettuce	BBQ	Jalapeños	Tomato
Spicy chipotle	Cucumbers	Spinach	

③ ADD REAL CHEESE (+\$.70 for Smashchicken)

Aged Swiss	Goat cheese	Sharp cheddar
Blue cheese	Habanero cheese	

④ PREMIUM ADD-ONS (+\$1.29)

Applewood smoked bacon	Guacamole
Sautéed crimini mushrooms	Fried egg
Fresh sliced avocado	

FRIES & SIDES

	REG	LARGE
FRENCH FRIES	1.99	2.99

SMASHFRIES®	1.99	2.99
Tossed in Italian olive oil, rosemary & garlic.		

SPICY BUFFALO FRIES	2.29	3.49
Dry seasoned with Frank's® RedHot® & served with a side of ranch dressing.		

SWEET POTATO FRIES	2.29	3.49
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SWEET POTATO SMASHFRIES®	2.29	3.49
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HAYSTACK ONIONS	2.29
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FRIED PICKLES	2.99
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VEGGIE FRITES	2.99
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Fresh green beans & carrot strips, flash fried.

SIDE GARDEN SALAD	2.99
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A mix of fresh greens, tomatoes, cucumbers, onions & shredded cheddar with choice of dressing.

SMASHCHICKEN®

TENDER MARINATED GRILLED OR CRISPY CHICKEN

CLASSIC CHICKEN	6.29
Lettuce, tomato, pickles, red onion & mayo on a multi-grain bun.	

ARIZONA	7.29
Habanero cheese, guacamole, lettuce, tomato, onion, chipotle mayo & fresh jalapeños on a spicy chipotle bun.	

AVOCADO CLUB
Fresh avocado, applewood smoked bacon, lettuce, tomato, ranch dressing & mayo on a multi-grain bun.

BBQ, BACON & CHEDDAR
BBQ sauce, applewood smoked bacon, cheddar & haystack onions on an egg bun.

BUFFALO & BLUE CHEESE
Frank's® RedHot® Buffalo Sauce, blue cheese crumbles, lettuce, tomato & mayo on an egg bun.

SPINACH, CUCUMBER & GOAT CHEESE
Cucumbers, spinach, goat cheese, tomato, onion & balsamic vinaigrette on a multi-grain bun.

TRUFFLE MUSHROOM SWISS
Truffle mayo, sautéed crimini mushrooms & aged Swiss on an egg bun.

FRESH SALADS 5.99

ADD GRILLED OR CRISPY CHICKEN TO ANY SALAD FOR \$2

SPINACH, CUCUMBER & GOAT CHEESE
Spinach, goat cheese, raisins, dried cranberries, sunflower seeds, pumpkin seeds, cucumbers, tomatoes & onions with balsamic vinaigrette.

HARVEST
Fresh greens, blue cheese, raisins, dried cranberries, sunflower seeds, pumpkin seeds & tomatoes with balsamic vinaigrette.

CLASSIC COBB
Fresh greens, blue cheese, sharp cheddar, fried egg, applewood smoked bacon, tomatoes & onion with buttermilk ranch dressing.

BAJA COBB
Fresh greens, sharp cheddar, applewood smoked bacon, sliced jalapeños, guacamole, tomatoes & onions with spicy chipotle dressing.

KIDS MEALS 5.29

SERVED WITH FRIES & A KID'S FOUNTAIN DRINK.
ORGANIC MILK OR JUICE AVAILABLE FOR +.49

KIDS SMASH®	HOT DOG
CHICKEN STRIPS	GRILLED CHEESE

BEVERAGES & BEER

	REG	LARGE
COCA-COLA® FOUNTAIN DRINKS	1.99	2.19
HONEST® ORGANIC ICED TEA	1.99	2.19
DOMESTIC BEER	2.99	
LOCAL CRAFT BEER	3.49	

HAND-SPUN SHAKES

CHOCOLATE	3.99
VANILLA	
STRAWBERRY	

OREO®	4.29
CHOCOLATE OREO®	
NUTTER BUTTER®	
PEANUT BUTTER & JELLY	
SALTED CARAMEL	
BUTTERFINGER®	



SAMPLE MENU "NOT FINAL"